



MCH Infant Mortality Prevention Project Package #C: Community “Safe to Sleep”

Goals:

- Reduce infant mortality from abusive head trauma
- Reduce infant mortality from unsafe sleep

Objective: By December 2013, all families with newborn infants served in LHD WIC and HANDS programs will be educated on prevention of abusive head trauma and safe sleep through evidence-based practices and most current informational materials.

Outreach Contacts:

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- ❖ Nursing Managers of Local Birthing Hospitals/L&D units
- ❖ Office Manager of Local Medical Providers
- ❖ School Principal/FRYSCs Directors
- ❖ Directors of Child Care Agencies
- ❖ Leaders/facilitators of healthcare education in Hispanic communities
- ❖ Directors of National Guard Families Family Resource Centers
- ❖ Leaders/facilitators of healthcare education for Grandparents
- ❖ Directors/Coordinators of Faith Based Organizations
- ❖ Presidents/Leaders of University Service Organization

Outreach Presentations:

- ❖ Community Service Organizations (Kiwanis, Lion's Club, Ruritan, County Extension Office, Women's Social Clubs, American Red Cross, Youth/Child Care Certification Centers, etc...)
- ❖ Parenting Classes

Activities:

Step 1.) Select one to four community agencies that work with new parents and/or childcare

Step 2.) Discuss how to build project package information into their existing educational programs/trainings

Step 3.) Offer to provide educational presentations

Step 4.) Place your order for **FREE** Safe to Sleep materials by phone: **1-800-505-2742**
(Orders may take up to two weeks to arrive.)

The following is a list of approved materials you may order:

- Safe Sleep for Your Baby Video: Reduce the Risk of Sudden Infant Death Syndrome (SIDS) and Other Sleep-Related Causes of Infant Death
- Safe Sleep for Your Baby Generic Brochure
[PDF for Safe Sleep for Your Baby: Reduce the Risk of Sudden Infant Death Syndrome \(SIDS\) and Other Sleep-Related Causes of Infant Death \(PDF\)](#)
- What does a safe sleep environment look like? Single Page handout
[PDF for What does a safe sleep environment look like?](#)
[PDF for ¿Cuál es la apariencia de un ambiente seguro para dormir? \(PDF\)](#)
- Safe Sleep for Your Baby: (African American Outreach)
[PDF](#)
- Safe to Sleep Doorhanger for African American Audiences and Spanish Speaking Audiences
[PDF for Safe to Sleep Doorhanger for African American Audiences \(PDF\)](#)
[PDF for Ponga a su bebé a dormir sin peligro: Reduzca el riesgo del síndrome de muerte súbita del bebé y de otras causas de muerte relacionadas con el sueño \(PDF\)](#)
- Safe to Sleep Doorhanger for General Audiences
[PDF for Safe to Sleep Doorhanger for General Audiences \(PDF\)](#)
- Safe Sleep for Your Grandbaby: brochure
[PDF for Safe Sleep for Your Grandbaby: Reduce the Risk of Sudden Infant Death Syndrome \(SIDS\) and Other Sleep-Related Causes of Infant Death \(PDF\)](#)
- "Safe Sleep for Your Baby Right from the Start" DVD \$20.00
(Specific to Hospitals, Doctor's Offices, Health Depts. & Clinics)
http://cribsforkids.org/wp-content/uploads/2013/03/011-EducationalProductOrderForm_3.12.13.pdf

Step 5.) Follow your LHD procedures for ordering materials/supplies

Step 6.) To assist in meeting Purple Program requirements, MCH will provide you with an *Inventory Log* to track the total number of packages ordered and name of outreach contacts.

Step 7.) Arrange to distribute educational packages/materials to agencies and schedule training presentations provided by the MCH Coordinator.

**Note: Agencies should provide education on Abusive Head Trauma and Safe to Sleep when providing informational materials.*

Step 8.) Report total purchasing activities and outreach contacts monthly in Catalyst using Goal: "Pediatric Coordination-122".

Allowable Resources to be charged to cc766:

- 1.) MCH Coordinator staff time (salary and fringe) implementing this package which includes educating the Outreach Contacts.
- 2.) Costs of all listed educational packages/materials including shipping and handling fees.

Activities not allowed to be charged to cc766:

- 1.) Materials not specifically listed for these projects
- 2.) Any materials used for mass distribution (e.g. health fairs, baby showers, etc...) cannot be coded to cost center 766